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*General Trade Edition*

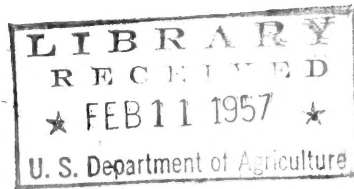
# DIG & DUNG

WITH 1957 PRICES  
Sales and Service Bulletin

W BLUE LABEL DAHLIAS W  
*Sure to Grow. Free from Disease. True to Name*

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.  
Wayland, Mich., U.S.A.



Attention Buyer or Advertising Manager



*General Trade Edition*

# DIG & DUNG

There is no soil, however barren and unproductive that cannot, by well digging and dunging, be made fertile and prolific. —Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

## Sales and Service Bulletin

VOL. 24

WAYLAND, MICHIGAN U.S.A., SEASON OF 1957

NO. 1

### DAHLIAS FOR FIFTY-SEVEN

Nearly all of our larger customers reported a notable slump in business this last season. Were this slump noticeable in dahlias alone we might feel perhaps that dahlias were slipping in popularity — but such is not the case because the slump appeared in practically every item— roses, gladiolus, perennials, etc.—so it is quite evident that we must look for the cause of this slump in some general condition other than in some particular item. With employment at the highest peak in the history of the country, the slump is certainly not one due to economic conditions. Our sales below the Mason and Dixon line have been particularly shortened and it is in this very section that extreme drought has prevailed so we are inclined to believe that weather conditions have been the principal factor as the cause of this slump. In the northwest extreme wet weather caused the loss of many dahlia roots and our sales in this part of the country were way above the sales in this section in any former year. Such well known and thoroughly reliable growers as Compton at Boring (near Portland) Oregon, reported terrific losses due to wet weather and all through this section we sold a large quantity of stock for planting purposes to replace these losses. In this particular section transportation costs have always been a great handicap to more extensive trade, both buying and selling, but we succeeded in getting a special commodity rate on dahlias so that instead of going as second class express as in the past, we are now able to ship to this section, and they to ship to us, at

practically less than former truck rates. Where this rate is wanted be sure to ask for ICC7989 rate.

For years we have sold all of our dahlias under a guarantee of SURE TO GROW, FREE FROM DISEASE and TRUE TO NAME. We do not consider this any private guarantee but believe that every purchaser of nursery stock—be it bulbs, plants or trees—should insist on such a guarantee from the grower. Such large wholesale nurseries as Mount Arbor, Lake's, Willis and others give such stock, and we hope to see the day when the trade generally will adopt the same general guarantee that we have made with our product for years. Every purchaser has a right to expect roots with live healthy eyes which are **Sure to Grow**. They also have a right to expect stock that has been carefully inspected by the State and the grower to be sure that stock is **Free from Disease** and, of course, the purchaser has a right to insist on stock being **True to Name** which can be assured only by the most thorough roguing of fields when in full bloom. These points are given special attention by us and we believe they are receiving greater attention every year by all larger and better concerns.

As to conditions for the coming season. We have noted that many growers were carrying their Ads in the trade papers much later than ever before. From this fact we would gather that there would be a considerable dump by those who had not cleaned out their crop of last year and many of these grow-

ers will no doubt have cut down on their acreage for next year. Because of this fact I do not look for any surplus production of dahlias this season and certainly do not look for any cut in price on stock for next year even though there were many cuts made late in the season by many growers who had been unable to dispose of their last year's crop. We have developed a very stable market for our product and as a result had no dump after our usual planting was made and with this usual planting— around eighty acres with about a million plants—we hope to have our normal supply, and have made very little changes over prices of last year. A few of the newer and standard varieties have been cut in price because of normal increase in our planting but on the whole our list will average about the same as last year. In fact, we try to keep our total list balanced up so the average price of entire list is about 10c per root. Where plantings of the higher priced varieties are increased we have usually cut the prices of these so as not to disturb the balance of the entire list. When you consider that we plant better than a million plants each year, this means that our own planting represents approximately \$100,000.00 going into the ground each spring as a basis of our crop. Naturally with such an enormous risk every detail connected with the growing and harvesting of our crop is given the closest possible attention and care. Cultivation, fertilization, inspecting, roguing and harvesting all receive the best that money can buy and we believe that our customers fully realize the importance of this effort on our part to produce the finest product in our line.

# DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

Wayland, Michigan

E. R. & H. M. Ryno, Props.

SEASON OF 1957

## FOR YOUR LABOR DAY TRIP

We wish you could visit us this fall and take a trip through our gardens. Here you would see, not just a few plants of each of a number of varieties as you would find in most dahlia gardens, but whole fields devoted to nothing but dahlias—large mass plantings of thousands of plants of each of the leading varieties — all under the very highest state of cultivation possible and offering an inspiration to almost any man who likes to see things grow and grow right. We should also like to have you go through our storage cellars. Here we have absolutely fireproof and frostproof storage built especially for dahlias and with a capacity of 3,000,000 roots each season. We believe after such a visit to our place you would be convinced that your chance of getting the best stock available is really greater when you deal with us than it would be were you to buy from some source where growing facilities are less complete.

## FOR MAIL ORDER TRADE

Since our business was started in 1925 we have made a specialty of dahlias for the mail order trade; and every year we supply, either directly or indirectly, nearly all the great seedsmen, nurserymen and mail order houses in the great mid-west as well as many of those near both the Atlantic and Pacific coasts. To meet the requirements of this trade it has been necessary for us to keep our list thoroughly up to date, adding all the better varieties as soon as they were introduced, keeping our prices as low as possible to enable our dealers to offer these newer and better varieties at popular prices, and maintaining a uniform high standard of quality which would insure complete satisfaction among our dealer's customers.

At the start of this business dahlias were a rather unimportant item in most of the catalogs and entirely omitted from many of them. Seldom did you see more than three or four of the older varieties listed or more than a eighth of a page devoted to them. Now after more than 25 years dahlias have become one of the leading features in nearly ever catalog with many varieties

listed, some of them illustrated in full color and others in black and white. The sales have been increasing and profits are as large as on any other item in the catalog.

We feel that our efforts are at least to some extent responsible for much of this development and we also believe that the fact that we have served so many of these customers year after year for so many years should be a pretty good indication of the character of our stock and service for this particular line of trade.

If you sell your goods by mail and issue a catalog, our long experience in this particular line of work might be of considerable value to you; and, of course, such information as we are able to give you is available without cost to you.

## For Advertising And Bargain Offers

We are probably the only grower in the country who is in a position to supply dahlias in quantities running up into the thousands or hundreds of thousands of roots for use as special advertising or premium offers and we have complete facilities for direct mailing of such offers when desired. If you are interested in this particular kind of a deal we shall be glad to quote on your specification.

## FOR JOBBERS' TRADE

We are supplying many of the largest jobbers with roots which are suitable for packaging and selling through the retail trade. It is impossible for us to cut our prices on such stock in regular named varieties but by offering our assorted large flowering varieties under definite colors we have been able to meet the requirements of this trade to their complete satisfaction.

The colors we are offering for this particular trade are those most in demand and we can assure our customers of really wonderful values on this particular item at a uniform price of 6c per root, customers selection of color. No orders for less than 1,000 roots will be accepted at this price.

## Wrapped Dahlias For Counter Trade

This is another item in our list which has proved to be a very good seller and we think it will be found far more satisfactory to the dealer than bulk roots which deteriorate much more noticeably when placed in open air and light than they do when each root is wrapped and labeled. These roots will come in very fine varieties which should

sell readily at 25c, 35c and 50c each and they cost you only 10c each which leaves a handsome profit even at the lowest price. See page 6.

## Boxed Dahlias For Counter Trade

Modern methods of merchandising, such as the Super-market, Serve-self stores, etc., are creating a remarkable demand for nearly all horticultural products in packages which will sell on sight depending largely on the use of color on the package to take the place of a personal salesman. To meet the demand of this particular class of trade we are offering a complete line of Boxed Dahlias comprising collections of many varieties at prices ranging from 35c to \$1.00 per box for the collections which normally retail from 89c to \$3.75 per box. These packages are under special four color labels and sell readily at sight and the margin of profit on each sale is as great as offered by any line of goods on the market.

We are offering a number of ready made collections this year and in case orders are of sufficient size we can make up special collections giving you such varieties as you may desire in almost any price range. This special service will be of interest to many of our jobber customers who may wish to have their own special collections made up to sell at their own prices to their particular customers.

## Collections And Units

We have always believed strongly in offering dahlias in collections at a special price per collection as well as by listing them individually and selling by the single root. This gives the customer a perfectly balanced selection of types or colors and at the same time saves considerably on the cost of packaging and mailing.

There are really seven different shades of color among dahlias, as follows:—Red, Pink, Yellow, White, Lavender or Purple, Buff or Orange and Bi-color. In offering collections of dahlias these colors should be carefully blended and each collection should be made up about as follows:

Collection of three roots — Red, Pink and Yellow.

Collection of four roots — Red, Pink, Yellow and White.

Collection of five roots — Red, Pink, Yellow, White and Lavender or Purple.

Collection of six roots—Red, Pink, Yellow, White, Lavender or Purple and Buff or Orange.

Collection of seven roots — All seven colors or shades.

# PLEASE NOTE THESE POINTS

## QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

## SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

## INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

## PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

## RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. When we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

## SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

## CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

## EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

## ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up—labor, paper, boxes and packing material, fuel, taxes, etc.—it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

# NET GROWER'S PRICES FOR 1957

This stock is all produced on the American farms of the world's largest dahlia grower. Every root can be depended upon to be Sure to Grow, Free from Disease, True to Name. No imported bulbs in our stock and absolutely no varieties which have not been thoroughly tested and proved in actual field culture.

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 5c per root to cover additional cost of labeling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc.,—except where roots are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

## LARGE FLOWERING TYPES

(A) Art or Peony-flowered      (B) Ball or Show      (C) Cactus      (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

### At 5c Each

**Dahlias in this group should retail at 6 for \$1.**

**MIXED**—Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, 5 x 6 x 2½ inches, at 5c per box extra.

### At 6c Each

**Dahlias in this group should retail at 4 for \$1.**

**MIXED BY COLOR**—This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White, Lavender and Orange.

### At 7c Each

**Dahlias in this group should retail at 25c each.**

Geisha (A) Yellow and red  
Queen Wilhelmina (A) Pure white  
A. D. Livoni (B) Pink  
Bonnie Blue (B) Bluish  
Floral Park Jewel (B) Red tipped white  
Glory de France (B) Yellow and red  
Mrs. C. D. Anderson (B) Crimson mauve  
Orange Ball (B) Orange  
Red Chief (B) Bright red  
Storm King (B) White  
Stradella (B) Rose Purple  
Vivian (B) White tipped purple  
Yellow Duke (B) Yellow  
Bertha Horne (C) Bronzy yellow  
Celia (C) Lavender pink  
Libelle (C) Royal purple  
Countess of Pembroke (D) Lavender  
Darlene (D) Shell pink  
Doazon (BIG GUS) (D) Orange scarlet

Dr. Tevis (D) Salmon pink  
Yellow Colosse (D) Yellow

### At 8c Each

**Dahlias in this group should retail at 35c each.**

Cleopatra (A) Golden buff  
Diana (A) Scarlet. This is the true Marean Diana.  
Rosalia Styles (A) Pink  
White Cap (A) White  
Etenard de Lyon (C) Lavender  
Aida (D) Maroon  
Avalon (D) Yellow  
Barbara Redfern (D) Large gold and rose  
D. M. Moore (D) Maroon, almost black  
Ellinor VanderVeer (D) Glowing rose pink  
Gallant Fox (D) Red  
Harry Mayer (or Blue Moon) (D) Pale roselyn purple  
Iowa (D) Maize tipped pink  
Judge Alton B. Parker (D) Golden buff  
Margaret Woodrow Wilson (D) Creamy white suffused pink



Mina Burgle (D) Red  
 Oyster Bay Beauty (D) Large oxblood red  
 Rose Glory (D) Rose Lavender. Fine cut flower  
 Sanhican's Bluebird (D) Large Bluish  
 Sanhican's Monarch (D) Large Tyrian rose center,  
 lighter tips  
 Silver Sheen (D) Lavender  
 Texas (D) Orchid  
 The Commodore (D) Most dependable giant yellow  
 informal  
 White President (D) White

### At 10c Each

**Dahlias in this group should retail at 50c each.**

Charlotte Caldwell (B) Large orange  
 City of Cleveland (D) Huge orange suffused red  
 Charlotte Alexander (D) White tipped rose pink  
 Commando (D) Large lavender  
 Francis Larocco (D) Creamy yellow  
 Gertrude Brinton (D) Bright red  
 Hillcrest Mandarin (D) Large red and yellow  
 Josephine G. (D) Pink  
 Marshall's Pink (D) Light pink. Fine cut flower  
 Mrs. Geo. Le Boutillier (D) Finest large red  
 Mrs. I. de Ver Warner (D) Orchid Lavender  
 Nanaquaket (D) Large pink  
 Penn Charter (D) Huge buff tinted apricot  
 Rose Fallon (D) Giant old gold  
 Sharazad (D) Huge pink  
 Wenning's White (D) White  
 Zadig (D) Golden buff. Better than Sagamore

### At 12c Each

**Dahlias in this group should retail at 50c each.**

Blue River (D) Huge bluish  
 Catherine Wilcox (D) White tipped pink  
 Eleanor Radell (D) Rose pink. Fine cut flower  
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING  
 and HEDGING DAHLIA) (D) Brilliant red  
 George A. Relyea (D) Orange tipped white  
 Jane Cowl (D) Bronzy buff and salmon  
 Jimmy Foxx (D) Henna  
 Kemp's White Wonder (D) Large white  
 King Alfred (D) Red with light reverse  
 Mrs. Thomas Edison (D) Rich red with lighter reverse  
 Omar Khayyam (D) Large red and orange  
 Oriental Glory (D) Cadminum orange  
 Patrick O'Mara (D) Golden buff  
 Pride of Stratford (D) Large reddish orange  
 Prince of Persia (D) Large red  
 Purple Manitou (D) Purple  
 Sherwood's Peach (D) Giant bright salmon buff  
 Snowdrift (D) White  
 W. H. T. (D) Old rose  
 Wm. H. Hogan (D) Large red and white bi-color

### At 15c Each

**Dahlias in this group should retail at 50c to 75c each.**

Emily Russell (C) Rose red

Perle de Lyon (C) White. Medium size  
 Arcturus (D) Scarlet and gold  
 Betty Zane (Pink Favorite) (D) Large pink  
 California Idol (D) Finest large light yellow  
 Col. Lewis (D) Large dark pink  
 Daddy Kemp (D) Huge reddish purple  
 Delwood's Glorious (D) Deep pink  
 Dorothy Ward (D) Large lavender  
 Eva Martin (D) Pink  
 Girl of Hillcrest (D) Golden Buff  
 Incandescent (D) Bronzy yellow and pink. Good  
 cut flower  
 Jersey's Sovereign (D) Salmon orange  
 Kilgore's King (D) Large yellow shaded pink  
 Montebello (D) Violet crimson  
 Ogden Reid (D) Huge informal pink  
 Red Sunset (D) Bright red  
 Robert Scott (D) Autumn shade  
 Wm. G. Wyllie (D) Large yellow, buff and pink

### At 20c Each

**Dahlias in this group should retail at 50c to 75c each.**

Cardinal (SC) Dazzling currant red  
 Daughter of Venus (C) Lavender  
 Gov. Heil (C) Orange  
 Jersey's Melody (C) Pink and yellow  
 Osa Helen (C) Huge American Beauty red  
 Son of Satan (C) Large scarlet  
 Alice May (D) Fine large white  
 Carl Dahl (D) Large apricot and pink  
 Dorothy Tooker (D) Mammoth informal white  
 suffused pink  
 Forest Fire (D) Yellow overlaid red  
 Glamour (D) Huge purple  
 Kindig's Purple (D) Large purple  
 Link's Gorgeous (D) Yellow overlaid pink  
 Miss Oakland (D) Large pure white  
 Monarch of the East (D) Huge golden buff  
 Mrs. W. Keene (D) Yellow  
 Pink Profusion (D) Pink  
 Sanhican's Princess (D) Salmon pink. Fine cut flower  
 The Governor (D) Light yellow  
 Thomas A. Edison (D) Royal purple  
 Treva Tobin (D) Huge lavender  
 Twilight (D) Pinkish lavender  
 Victory (D) Large Salmon pink  
 Zant's Pink (D) Dark pink  
 Zant's Purple Beauty (D) Fine large purple  
 Zant's White (D) White

### At 25c Each

**Dahlias in this group should retail at \$1 each.**

Confucius (D) Chinese red  
 Smokey (C) Magenta rose to ochre yellow at petal base  
 Everybody's Favorite (D) Orchid lavender  
 Florist's Beauty (D) Medium size red tipped white.  
 Fine cut flower  
 Kemp's Glamorous (D) Large yellow and pink  
 Kemp's Great Eastern (D) Huge orange gold  
 Kemp's Monarch (D) Reddish orange  
 Premier's Winsome (D) Huge light pink

## SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

### Pompons At 10c Each

**Dahlias in this group should retail at 25c to 35c each.**

Amber Queen (P) Apricot and amber  
Bobby (P) Plum  
Cardinal (P) Red  
Darksome (P) Maroon  
Edith Mueller (P) Gold edged orange  
Gertrude (P) Dark red  
Jill (P) Buff  
Johnny (P) Red  
Jonkheer C. Van Sitters (P) Yellow tipped orange  
Laurie (P) Creamy white  
Rosalie (P) White suffused pansy purple  
Spy (P) Bright red  
Sunbeam (P) Red with yellow base  
Yellow Gem (P) Yellow

### Miniatures At 10c Each

**Dahlias in this group should retail at 25c to 35c each.**

Baby Royal (M) Salmon pink  
Blue Eyes (M) Bluish  
Corinna (M) Deep yellow  
Fairy (M) Tiny Jersey's Beauty pink  
Grace O'Neil (M) Pink tipped white  
Ike (M) Red  
Orchid Lady (M) Orchid lavender  
Princess Alba (M) White  
Teddy Johnson (M) White and lavender  
White Fawn (M) White

### Mixed Pompons and Miniatures At 7c Each

**Dahlias in this group should retail at 25c each.**

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

## Wrapped Dahlias

### 1957 ASSORTMENT

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FOR COUNTER TRADE

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**100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled with our regular Blue Labels (Order 1957 Assortment) \$10.00.**

This will include large size colored posters and streamers which will practically sell these dahlias without effort on your part. Order several collections to be sure you have enough to supply all your customers.

### Get Your Reservation Order In Now

Stock to be Shipped When Needed

Why not order one (or more) of these collections and a case of each one of our boxed dahlias described on the next page so you will have a complete line to meet the demands of all classes of trade? The total cost would be only \$59.20 (for a total of 568 roots) and your profit would be more than 100% on the lot.

## Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. and H. M. Ryno, Props.

WAYLAND

Phone PYramid 2-2184

MICHIGAN



# BOXED DAHLIAS For Counter Trade



Our line of Boxed Blue Label Dahlias is very complete and should provide a list of types, colors and varieties which will enable you to meet the demands of all classes of customers, from those who want the lowest prices to those who want only the very largest and finest dahlias to be had. These collections are usually different each year and the fact **W D G Blue Label Dahlias** are fully guaranteed, every root **Sure to Grow, Free from Disease and True to Name**, insures a perfectly satisfied customer every time a box is sold and continued and increasing patronage year after year. All of these boxes have specially designed four color labels and will sell readily without any sales effort on the part of the dealer. We suggest that you place your order for several of the Series because many customers will want a box or more from each Series once they see the packages. Orders should be placed early and shipping date should be specified so you may have the goods to place on sale not more than a week or two before planting time which is a week or two before your last killing frost.

**SERIES A**—6 roots of large flowering dahlias, assorted types and colors, varieties not indicated on label and roots not separately wrapped. Packed in box with 4-color label. Price to you 35c per box (\$4.20 per case). Should sell readily at \$1.00 per box.

**SERIES B**—6 roots of Beautiful Dahlias, varieties indicated on label, 1 Art-type, 1 Ball-type, 1 Cactus-type and 3 Decorative type, each root wrapped and labeled individually. Price to you 50c per box (\$6.00 per case). Should sell readily at up to \$1.50 per box.

**SERIES E-1**—6 roots of Exhibition Dahlias, all large decorative type, standard varieties indicated on box, each root wrapped and labeled individually. Price to you 60c per box (\$7.20 per case). Should sell readily at \$2.00 per box.

**SERIES E-2**—6 roots of Exhibition Dahlias, all newer dinner plate size varieties indicated on box, each root wrapped and labeled individually. Price to you 75c per box (\$9.00 per case). Should sell readily at \$2.50 per box.

**SERIES H.R.**—5 roots of the finest Honor Roll dahlias, varieties indicated on box, each root wrapped and labeled individually. Price to you \$1.00 per box (\$12.00 per case). Should sell readily at \$3.75 per box.

**SERIES G**—4 giant dahlias, dinner plate size varieties indicated on box but not wrapped and labeled individually. Price to you 50c per box (\$6.00 per case). Should sell readily at \$1.50 per box.

**SERIES BALL**—6 ball-type dahlias, varieties indicated on box but roots not wrapped and labeled individually. Price to you 40c per box (\$4.80 per case). Should sell readily at \$1.50 per box.

ALL BOXED DAHLIAS are packed in cases of 12 boxes only. Please do not ask us to break cases.

To make your line complete you should order with Boxed Dahlias the 1957 Assortment of Wrapped Dahlias for Counter Trade described on the preceding page. This will enable you to supply single tubers where they are desired without having to break the collections in the boxes.

**A FULL SET OF COLORED ADVERTISING POSTERS**—quarter-sheet, half-sheet, and full-sheet sizes — included with each order.

**Wayland Dahlia Gardens Phone PY 2-2184 Wayland, Michigan**

# Get Your Reservation Order in Early

With more than 80 acres planted to dahlias this year, we should be in a position to furnish nearly all of the leading varieties in any quantity desired. Prices are based on actual cost of production, using the most modern equipment, and facilities for rendering prompt and satisfactory service to customers are in keeping with our modern American ideas of mass production and distribution. We are already booking orders for 1957 shipment and since we require no deposit with your order we urge that you look over our price list carefully as soon as you receive this bulletin and forward us your Reservation Order without delay. This will insure your getting the finest American grown dahlias, produced on the American farms of the world's largest dahlia grower. Don't mislay this price list or put off making your estimate of your next spring's requirements. Make your selection while dahlias are in bloom which is from September 1st until frost.

## WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

WAYLAND

PHONE PYramid 2-2184

MICHIGAN

## Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

**GUARANTEE** — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

**TERMS** — Unknown persons should send either cash in full or 25% with order, balance C. O. D. Parties whose credit is approved may order roots shipped any time after November 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

**REFERENCE** — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan